

EFFECTS OF ROMANTIC THEMES IN EROTICA  
ON PLETHYSMOGRAPHICALLY-ASSESSED  
SEXUAL AROUSAL IN MALES

by

Debra Marie Quackenbush

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THE UNIVERSITY OF UTAH GRADUATE SCHOOL

SUPERVISORY COMMITTEE APPROVAL

of a dissertation submitted by

Debra Marie Quackenbush

This dissertation has been read by each member of the following  
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Donald Strassberg  
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3/6/96

Charles W. Turner  
Charles W. Turner

3/12/96

Raymond Kesner  
Raymond Kesner

3/12/96

James Alexander  
James Alexander

3/12/96

Kevin Gulley  
Kevin Gulley

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\_\_\_\_\_  
Chair: Donald Strassberg

3/6/96

          
Charles W. Turner

3/12/96

          
Raymond Kesner

3/12/96

          
James Alexander

3/12/96

          
Kevin Gulley

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I have read the dissertation of Debra Marie Quackenbush in its final form and have found that (1) its format, citations, and bibliographic style are consistent and acceptable; (2) its illustrative materials including figures, tables, and charts are in place; and (3) the final manuscript is satisfactory to the supervisory committee and is ready for submission to The Graduate School.

3/7/96  
Date

\_\_\_\_\_  
Donald Strassberg  
Chair: Supervisory Committee

Approved for the Major Department

\_\_\_\_\_  
Charles P. Shimp  
Chair/Dean

Approved for the Graduate Council

\_\_\_\_\_  
Ann W. Hart  
Dean of The Graduate School

## **ABSTRACT**

The present study was designed as an extension of our earlier work which examined the gender effects associated with self-reports of sexual arousal to romantic themes in sexually explicit videos. In our previous study, we found that both male and female college students reported greater arousal to explicit videos with, than without, expressions of love and affection portrayed in the video. It was proposed that males may have been distorting their reports of sexual arousal in order to appear socially desirable. The present study addressed this concern by (1) utilizing the penile plethysmograph in order to provide a cross-validation of sexual arousal, and (2) including a measure of social desirability in order to determine its relationship to self-reported sexual arousal.

In the current study, 42 male subjects, run individually, viewed a baseline video and one of two experimental videos while wearing a penile strain gauge. One experimental video contained a couple interacting affectionately followed by the same couple engaging in explicit, sexual behaviors (High Love/Affection condition). The other video (Low Love/Affection condition) contained a still photo of the couple followed by sexual content identical to that of the other video. Following the videos, subjects were asked to self-report their sexual

arousal as well as complete several demographics and attitudinal measures.

Plethysmographic data suggested that subjects who viewed the High Love/Affection video demonstrated some sexual arousal to the romantic content alone. Subjects who viewed the Low Love/Affection video demonstrated no sexual arousal until the sexual portion of the video commenced. After about 50 seconds of sexual content, group differences in plethysmographically-assessed sexually arousal disappeared. Further, unlike in our previous study, self-reports of sexual arousal did not statistically differ between the two groups. Attitudes about the role of love and affection in sexual activity were statistically unrelated to both physiologically-assessed and self-reported sexual arousal. The meaning of the data, the differences between the results of our past and present studies, and implications for future research, are discussed.

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The Sexual Opinion Survey, The Mosher Sex Guilt Inventory and The Sexual Experience Questionnaire have been reprinted with permission from the authors.

## **CHAPTER I**

### **INTRODUCTION**

It is often assumed that men and women value certain aspects of sex and relationships differently (Nichols, 1988). According to Hite (1976), women enjoy the romantic and emotional aspects of sexual relationships more than do men and, perhaps, are more likely to require that love and affection exist before they are motivated to engage in sexual relations. Indeed, some data indicate that women look less favorably on sexual behavior outside of a loving, romantic relationship than do men (Peplau, Rubin & Hill, 1977). Research investigating gender differences in sexual fantasy also suggests that men and women fantasize about different themes with respect to sexuality (Ellis & Symons, 1990). In particular, the sexual fantasies of women have been found to contain more affection and commitment themes than those of men (Pryzbyla, Byrne & Kelley, 1983). In addition, recent research (Quackenbush, Strassberg & Turner, 1995) in our laboratory found that both male and female subjects predicted that "men in general" would become equally sexually aroused to sexually explicit videos with and without romantic content, whereas "women in general" were predicted to experience significantly more sexual arousal when

romantic themes were present in the videos. DeLamater (1987) has suggested that men and women have completely different sexual scenarios. He asserts that women develop "person-centered," relationship-focused sexual scenarios, whereas men develop sexual scenarios that are "body-centered."

### **Social Learning**

One theoretical framework that can be utilized to explain many of the observed gender differences in sexual behavior is social learning (Bandura & Walters, 1963). In a society, males and females may be differentially allowed, expected, or even encouraged to engage in particular types of sexual behavior. These gender-specific expectations may be obvious or subtle, explicit or implicit, yet their influence may be apparent throughout a society. For example, these different expectations existing within a culture may be expressed in child rearing practices as well as in attitudes held by adults of this culture regarding their own sexuality.

One study, using both male and female raters, found that women described as "sexually active" were perceived in a negative manner in comparison to those described as "nonsexually active" (Garcia & Derfel, 1983). However, in the same study, no difference was evident when ratings of "sexually active" men were compared to those of "nonsexually active" men. Given such a difference in attitudes toward sexuality, it

is not surprising to find that women report more sexual guilt than do men (Mosher, 1979).

Basow (1986) examined parental attitudes and behavior toward their children with respect to the children's expression of sexuality. Parents of adolescent males had different beliefs and expectations regarding their children's sexual behavior than did parents of adolescent females. In particular, parents of females, when compared to parents of males (1) were more restrictive of their children's dating behavior, and (2) saw their adolescent's sexual behavior as being more rebellious (Basow, 1986).

Gender-related rules regarding the expression of adult sexuality are likely to be more complex than the results of the previously described studies might suggest (Peplau, et al., 1977). For example, the acceptability of sexual expression on the part of one or both sexes may be, in part, a function of the context in which the behavior occurs. For instance, female sexual behavior may be seen as socially acceptable as long as it occurs within a committed relationship (i.e., marriage), whereas socially acceptable male sexual behavior may be less restricted. According to Peplau, et al. (1977), though males demonstrate more positive attitudes toward casual sexual relations than do females, males and females do not differ in attitudes toward sex within a relationship. Therefore, it would appear that women (more than men) may learn, as a function of both what society and their

parents teach them, that sex within committed relationships is acceptable, whereas sex outside of such relationships is not. According to this theory, when compared to men, women would experience more guilt and discomfort when sex occurs outside of a committed relationship.

### **Expectancy-Value Theory**

A related framework from which sexual behavior may be viewed is expectancy-value theory (Edwards, 1954). Expectancy-value theory has been used to explain the motivation to engage in particular behaviors. It assumes that decision making is rational and that prior to engaging in a given behavior, the costs and benefits of the expected outcomes of that behavior are evaluated. According to this theory, when presented with a behavioral choice, humans will calculate the probability of each possible outcome of that behavior and combine that probability with the subjective value of the outcome. Expectancy-value theory has also been postulated to play a role in the development of attitudes. Its proponents ascertain that attitudes are embraced which maximize the subjective benefits and minimize the subjective costs of adopting that attitude.

According to expectancy-value theory, humans would engage in sexual behaviors which maximized the probability of beneficial outcomes and minimized the probability of negative outcomes. Some

researchers in the area of human sexuality have attempted to utilize expectancy-value theory to explain sexual choices. For example, expectancy-value theory has been used to research the choice of whether to use contraceptives when engaging in sexual intercourse (Nathanson & Becker, 1983). However, there is no research that directly evaluates the decision of whether or not to be sexual, as a function of the perceived level of love/affection associated with that sexual act.

Expectancy-value theory could be utilized, however, as a framework from which to study the impact of context (romantic vs. nonromantic) in which sexual behavior occurs. According to this model, people would be expected to adopt attitudes and values concerning the importance of love/affection in sex which maximized the probability that desired outcomes would occur. Thus, both attitudes and behaviors would be based on a rational decision about their ability to produce desired results. For example, a man who enjoyed engaging in sex, and who believed that affection toward his partner would lead to sex would both (1) adopt an attitude that affection between sexual partners is important, and (2) be relatively likely to engage in affectionate behaviors toward his sexual partner.

### **Gender Differences Toward Erotica**

Models of sexual behavior have proposed that attitudes about sexuality influence both sexual behavior and sexual arousal (Byrne,



1977). The gender differences in sexual attitudes and expectations proposed earlier in this review, have led some researchers to hypothesize a related pattern in subject's arousal/response to sexually explicit materials. Indeed, some believe that females (compared to males), are more likely to require expressions of commitment within erotica (i.e., love, affection) in order for them to maximize their enjoyment of and/or arousal to sexually explicit materials (Kinsey, Pomeroy & Martin, 1953).

A small body of research has examined gender differences in response to sexually explicit materials. Most of this research has focused on sex differences in the consumption of and reaction to explicit material, when considered as a whole. However, a few researchers have studied the extent to which specific themes (i.e., romantic or relationship) affect subject response.

Early survey data supported the existing stereotype that women did not enjoy sexually explicit materials as much as men did (Abelson, Cohen, Heaton & Suder, 1971). More specifically, in this research female subjects reported both less consumption and enjoyment of pornography than did male subjects. Other researchers (Kinsey, et al. 1953) argued that this difference was the result of women finding most of the available, explicit material to lack the themes (i.e., love, affection) that they wanted to see in a sexual relationship. In effect, this argument hypothesizes a "romantic buffer;" i.e., the acceptability of

erotic material consumption for females, as long as it contained relationship themes.

Of course, there are a number of problems associated with survey data, many of which may be exacerbated in the study of human sexuality. For example, it is difficult to determine that the erotica to which different survey participants are responding is comparable. In addition (particularly in face-to-face interviews such as Kinsey, et al. 1953), researchers can never be certain that subjects are not withholding or distorting information (e.g., for social desirability reasons). Societal attitudes, more accepting of sexual expression in males than in females, may make for a differential willingness to answer questions truthfully and completely. For example, males may be inclined to overreport the frequency and nature of their sexual behavior whereas females may be more inclined to underreport it.

Sexuality researchers eventually moved away from interviews and surveys and into the lab in order to study potential gender differences in response to sexually explicit material. The ability to manipulate variables in a laboratory setting allowed researchers to control the material to which the subjects were responding, as well as to more easily attribute causality. Further, recent research has primarily relied upon questionnaires, as opposed to interviews, as the data gathering technique. This is a potentially important methodological issue, particularly in sex research, because questionnaires may (1) yield data

less subject to investigator bias, and (2) as a function of greater anonymity, result in more honest and more complete subject responses.

The first experimental study that manipulated thematic content of explicit material and examined its interaction with gender was conducted by Jakobovits (1965). Erotic literature was constructed in such a way as to represent the categories of relationship-context erotica (defined as having more information about the characters and their relationship and less explicit language) and nonrelationship-context erotica (defined as having a lesser focus on the relationship between the male and female portrayed and a greater focus on sexual elements) (Jakobovits, 1965). Contrary to survey data, using 40 subjects (20 males and 20 females), Jakobovits found that the men (ranging in age from 21-31, and all acquainted with the researcher) rated the relationship-context erotica as significantly more arousing than the nonrelationship-context erotica; the opposite, however, was true for females. In fact, under the nonrelationship-context erotica condition, women rated the literature as significantly more arousing than did men.

In an attempt to replicate Jakobovits' (1965) findings, Englar and Walker (1973) had subjects read a select portion of the original stories used by Jakobovits. However, this replication was not successful, as no significant main effects or interactions associated with gender or

theme were demonstrated. Similar failures to find either gender differences or main or interactive effects for romantic thematic manipulation were reported by Schmidt, Sigusch and Schafer (1973). Heiman (1977), using only female subjects and audiotapes as stimulus material, also failed to observe any significant main effects due to romantic theme.

One feature common to all of the previously mentioned experimental studies was their reliance on nonvisual sexual stimuli (i.e., literature and audiotapes). These modes of presentation represented the primary erotic materials of the time. Furthermore, literature and audiotapes allowed for perfect control of the manipulated variables; i.e., researchers were able to easily construct vignettes which would fit their experimental conditions. However, the potential problem associated with this type of stimulus is twofold. First, failure to observe gender differences to erotic material in most of these studies may, in part, be a function of the material itself. For example, erotic literature (the most common material used in these studies) produces relatively low levels of arousal in experimental situations (Sandford, 1974; Sakheim, Barlow, Beck & Abrahamson, 1985). Perhaps these earlier studies simply produced too low a level of arousal to be sensitive to gender effects.

In addition to the fact that the older forms of sexual stimuli probably were unable to produce significant levels of sexual arousal,

these types of stimulus material simply are not comparable to contemporary, sexually explicit media. During the 1980s and 1990s, the primary source of sexually explicit material has been the commercial videotape. This material is so different from literature, slides and magazines that it is almost impossible to generalize results generated from the use of nonvideo material (used in almost all prior research) to the erotic videos of today.

Fisher and Byrne (1978) conducted an experimental study on gender effects in response to erotic material in which the stimulus was a sexually explicit film. All subjects viewed the same film segment, and also read one of three written scripts, presumably describing the nature of the relationship between the individuals depicted in the film: (1) The couple was married and very loving to each other (romantic theme); (2) the woman was a prostitute and the man was a paying client (libidinous theme); and (3) the couple met at a party, became attracted to one another, went home together and engaged in sexual relations (casual sex theme) (Fisher & Byrne, 1978). Results revealed no main or interaction effects involving gender. However, there was a main effect for thematic content. The casual sex theme elicited significantly more subjective arousal (for both men and women) than either the romantic or the libidinous themes, which did not differ from each other.

In evaluating the results reported by Fisher and Byrne (1978) it is important, to note the specific nature of their experimental

manipulation. Thematic content was not manipulated within the film. Rather, it was manipulated using an independent, introductory, written scenario. It is difficult to determine what effect, if any, this had on the outcome. Manipulating the independent variables in this way possibly primed the subjects to the hypothesis (i.e., encouraged them to think about the written scenario as separate from the film itself).

Furthermore, it is unclear to what the subjects were responding. That is, were they responding to the written introduction and film as a whole, or were they responding only to the introduction? Regardless, the lack of integration of the film and the written introduction may represent a less ecologically valid method of manipulating theme than that of manipulating the independent variable within the context of the film. Outside of the laboratory, viewers do not have written introductions to erotic films or videos which they view.

Another potentially important weakness of all previous studies has been the failure to evaluate the effectiveness of the experimental manipulations. That is, researchers did not determine whether subjects were able to detect the particular thematic differences that were manipulated in the presented stimuli. This failure to perform a manipulation check brings the construct validity of their independent variables into question. It is not clear whether the subjects ever perceived the thematic manipulation in the manner that was intended. Therefore, previous failures to identify a gender effect in response to the

explicit material may have merely reflected a failure of the primary manipulation.

Quackenbush, et al. (1995) conducted the only study to date which both (1) manipulated theme within a video itself, and (2) utilized a manipulation check for theme. In this research, subjects viewed sexually explicit videos which differed in the amount of nonsexual, "love and affection," content portrayed by the couple in the video. We predicted that, whereas female subjects who viewed the high love/affection video would report greater sexual arousal than those viewing the low love/affection video, male's sexual arousal would be equally high under both experimental conditions. However, we found that both males and females, in a between-groups design, exhibited greater self-reported sexual arousal to the sexually explicit video that did (vs. did not) contain the "love and affection" content. There were no gender differences, nor a gender by theme interaction.

As described earlier, subjects in this study were also asked to predict how they believed both "men in general" and "women in general" would respond (i.e., sexual arousal) to the videos they had just viewed. Though they demonstrated no gender differences in their own self-reported sexual arousal to the videos, subjects (regardless of gender) predicted that "females in general" would demonstrate greater sexual arousal to the high love/affection video than to the low

love/affection video, but that the arousal of “males in general” would be the same for both videos.

Despite the improved methodology of our earlier study over previous research, the meaningfulness and generalizability of the results were still constrained by several features of the project. Most important here are: (1) the exclusive reliance on self-report measures of sexual-arousal, and (2) an experimental confound between video running time and theme in the video vignettes. These limitations will be discussed below.

Whereas the reliance on self-report of sexual arousal is common in the sexuality research field, exclusive reliance on it raises some potentially important interpretive questions. For example, those feeling a need to present their pattern of arousal in some (e.g., “politically-correct”) manner, could easily misrepresent their true arousal when only self-reports are used. The report of greater arousal to erotica with (than without) a love/affection theme by the men in our previous study could have been the result of such a self-presentation tactic. The use of physiologically assessed sexual arousal, in addition to self-reports, could help determine the extent to which self-presentation issues were responsible for our earlier findings.

An additional limitation of our earlier research concerns the difficulty of manipulating theme within the same commercial video without simultaneously manipulating total running time. In our



previous study, the high love/affection video was created by adding 80 seconds of nonsexual, love/affection content (i.e., video time) to the sexual material which was used to create the low love/affection video. It is possible that the dependent measure of self-reported arousal could have been affected by adding to the total running time of the high love/affection video. Adding nonexplicit material to the low love/affection video would make the conditions comparable with respect to running time, without altering the love/affection manipulation.

### **Summary**

In sum, the research to date on gender effects associated with thematic manipulations in erotica has yielded a variety of outcomes. Virtually every possible main effect or interaction has been reported. However, the most recent and most experimentally rigorous of these studies (Fisher & Byrne, 1978; Quackenbush, et al. 1995) suggest that, contrary to popular belief, men and women may respond quite similarly to a variety of thematic manipulations in erotica. In particular, our recent work argues that both college men and women may be more aroused by highly explicit videos when such material contains demonstrations of love and affection between the portrayed participants.

The present project was designed to extend the findings from our previous study concerning the male response to sexually explicit material when a love/affection theme is manipulated. We utilized only males in the current study because (i) only males in the previous study responded in a manner that was contrary to our hypothesis (and to predictions of both male and female participants), and (ii) methodology has not yet been developed which can compare males and females with respect to physiologically-assessed sexual arousal.

In the current project, methodological limitations inherent in the previous study (Quackenbush, et al., 1995) were addressed. In particular, the present study was designed to (i) utilize both objective (i.e., penile plethysmography), as well as self-report, measures of male sexual arousal (in order to avoid the methodological limits associated with reliance on only subjective measures), (ii) examine the relationship between reported sexual arousal and a wish to be socially desirable by including a measure of social desirability, and (iii) eliminate the experimental confound associated with thematic manipulation and video running time by adding nonsexual, nonromantic footage to the low love/affection video to make the running time comparable to that of the high love/affection video.

The following primary hypotheses were tested:

1. College males' self-reported sexual arousal to a sexually explicit video will be greater with, than without, the demonstrations of love and affection between the actors in the experimental video.

2. College males' plethysmographically-assessed sexual arousal will be greater with, than without, the demonstrations of love and affection between the actors in the experimental video.

## **CHAPTER II**

### **METHODOLOGY**

#### **Subjects**

A total of 62 college males completed this study. Because past experience in our lab (and in those of others) has indicated that only a portion (i.e., 40 - 70%) of males will become plethysmographically sexually aroused in a laboratory study, a decision was made to use only subjects who reached an a priori established level of arousal (i.e., a "threshold") to the baseline video segment. Of the 62 subjects who completed the study, only 42 reached this threshold. Additionally, 1 subject was excluded due to a highly unusual set of responses; he was the only subject to have become sexually aroused to the baseline (i.e., above threshold) yet he demonstrated virtually no sexual arousal to the experimental video. Because the meaning of this subject's data was unclear (e.g., an equipment malfunction), and because he was the only subject to produce this response pattern, his data were dropped from all analyses. Thus, data from 41 subjects were included in statistical analyses.

Subjects in this study responded to a recruitment notice (Appendix A) that specified that they would be watching two sexually

explicit videos while wearing a strain gauge around their penis.

Subjects were obtained from the Psychology 101 subject pool, and were given extra-credit toward their class grade for their participation.

Subjects were required to be at least 18 years old to participate in this study. Furthermore, the recruitment form specified other criteria for participation including freedom from sexual dysfunction and medical problems and that the subject not currently be taking any prescription medication.

Subjects in the current study (hereby referred to as Study 2) were compared to subjects in our (Quackenbush, et al., 1995) previous study (referred to as Study 1) with respect to measures for which data from both studies was available: age, number of past sexual partners, religiosity, and attitudes toward sexuality (i.e., erotophobia/erotophilia as measured by the Sexual Opinion Survey). A Multivariate Analysis of Variance (MANOVA) procedure was used for this comparison, with study participation (Study 1 vs. Study 2) serving as the independent variable and the above mentioned measures as dependent variables. Results revealed a nonsignificant multivariate effect for study,  $F(4, 83) = 1.19$ ,  $p = .32$ . That is, subjects in the current study were not statistically different from subjects in the previous study when compared simultaneously on the demographic and attitudinal measures which the two studies shared. Means and standard deviations for both groups, for each of the dependent measures are presented in Table 1.

Table 1  
Demographics and SOS by Study

	Study Participation			
	Study 1		Study 2	
	(N=47)		(N=41)	
Age	25.83	4.97	24.22	5.37
Religiosity <sup>1</sup>	3.94	2.11	3.93	2.09
Number of Partners <sup>1</sup>	2.38	1.47	2.42	1.60
SOS <sup>2</sup>	75.00	18.09	80.34	20.67

Note: <sup>1</sup> Larger numbers indicate more of the construct.

<sup>2</sup> Larger numbers indicate greater erotophilia.

## **Questionnaires**

### **The Video Reaction Questionnaire (VRQ)**

A questionnaire, extracted from our previous study (some items were omitted due to their lack of utility for the present study), was administered after the presentation of each video segment (Appendix B). The Video Reaction Questionnaire (VRQ), consisting of seventeen, 7-point, Likert-type items, was designed to measure the dependent variable of subjective sexual arousal as well as to assess other variables related to the video segments which were viewed. For example, subjects were asked to rate how “romantic” each segment was, as well the amount of “love and affection” portrayed by the couple. This last rating served as a means of assessing the effectiveness of the manipulation of Love/Affection between groups.

### **Demographics**

Demographic information was also solicited from each subject. Information collected included age, religiosity, and number of past sexual partners. This information was used to determine the comparability of (1) subjects in the current study to subjects in the previous study, and (2) the subset of subjects (in the present study) who became at least moderately plethysmographically aroused to those who did not (Appendix C).

### **The Sexual Opinion Survey**

Subjects were administered the Sexual Opinion Survey (SOS) (White, Fisher, Byrne & Kingman, 1977). The SOS (Appendix D), the most common research method of its kind, consists of 21 Likert-type items, each scored on a 7-point scale, ranging from 0 (agree strongly) to 7 (disagree strongly). It includes items such as, "I think it would be very entertaining to look at hard-core pornography," and "If people thought that I was interested in oral sex, I would be embarrassed." High scores on the SOS (suggesting greater comfort with sexual topics and a more positive attitude toward sexuality) have been found to be negatively correlated with measures of sex guilt, and positively correlated with emotional response to erotica (Kelley & Musialowski, 1986), and with number of sexual partners (Fisher, 1984). The high degree of internal consistency of the SOS has been demonstrated in a number of studies (White, et al., 1977; Gilbert & Gamache, 1984).

### **The Mosher Sex Guilt Inventory**

The Mosher Sex Guilt Inventory (Appendix E) is a subscale of the Revised Mosher Guilt Inventory, measuring guilt surrounding sexuality (Mosher, 1988). The MGI, the most frequently utilized measure of sexual guilt, consists of 25 item pairs regarding various attitudes (e.g., "When I have sexual desires, I attempt to repress them") in which subjects are instructed to rate each item on a 7-point Likert scale



ranging from, “not at all true for me” to “extremely true for me.” The reliability and validity of early versions of the Mosher Guilt Inventory have been well-established (Mosher, 1979).

### **The Sexual Experience Questionnaire**

The Sexual Experience Questionnaire (Lockard & Strassberg, 1993, unpublished manuscript) (Appendix F) was designed to assess subjects' experience with and guilt surrounding a variety of sexual behaviors including oral-genital sex, manual-genital sex, and intercourse. Previous research by its authors has suggested that it is a reliable and valid measure of sexual experience and sexual guilt.

### **The Marlowe-Crowne Social Desirability Scale (MCSD)**

The Marlowe-Crowne Social Desirability Scale (Crowne & Marlowe, 1960) (Appendix G) was developed to measure a subject's propensity to answer questions in a socially desirable manner. Its authors have since renamed the construct “avoidance of disapproval” (Crowne & Marlowe, 1964). The MCSD consists of 33 items in which the subject is instructed to respond whether the item is “true” or “false” for them. Research using this scale has produced internal consistency coefficients ranging from .73 to .88 (Robinson, Shaver, & Wrightsman, 1991). Furthermore, its authors demonstrated a test-retest (over a one month period) reliability coefficient of .88 (Crowne & Marlowe, 1964). High scores on the MCSD have been found to be associated with

greater response to social reinforcement, inhibition of aggression, and a greater amenability to social influences (Crowne & Marlowe, 1964).

### **The Love and Affection Expectancy Questionnaire**

The Love and Affection Expectancy Questionnaire (Appendix H), created specifically for this study, was constructed to assess the number and kinds of expectations subjects had about initiating and receiving expressions of love/affection from their partner during sex. In this questionnaire, the subject is asked to imagine that he has been in a sexual relationship for 6 months. The subject is presented with four scenarios, each of which he is instructed to predict the outcomes of that scenario. The scenarios are as follows: (1) the subject initiates substantial amounts of hugging/kissing before, during, or just after sex, (2) the subject's partner initiates substantial amounts of hugging/kissing before, during, or just after sex, (3) the subject initiates substantial amounts of verbal expressions of love and affection before, during, or just after sex, and (4) the subject's partner initiates substantial amounts of verbal expressions of love and affection before, during, or just after sex. Each scenario is followed by a list of thirteen potential outcomes (e.g., "more enthusiasm for sex demonstrated by my partner," "more sex in the future," and "our relationship would be strengthened"). Subjects were instructed to mark the outcomes they believed would be the consequence of the acts of love/affection

described. The total number of positive outcomes endorsed for each scenario provided an overall measure of the subject's expectancy that positive outcomes would result from love and affection during sex. As a measure of internal consistency, an alpha coefficient of .85 was computed for this total score.

### **The Romance in Sex Questionnaire (RISQ)**

Finally, subjects were asked to complete the Romance in Sex Questionnaire (RISQ) (Appendix I). In this questionnaire, the subject was asked to assess the amount of love and affection that (1) the subject himself, (2) the subject's parents, (3) the subject's friends, and (4) the subject's church would require in a sexual relationship. Subjects were instructed to rate each item on a 7-point Likert-type scale ranging from "a relationship in which the partners enjoy each other sexually, but have no feeling of love for one another" to "a relationship in which the partners enjoy each other sexually, and truly love each other." Three additional items were included in which the subject was required to assess each subgroup's (parents, church, and friends) influence on his own values about love and affection in a sexual relationship. Again, subjects were asked to rate each item on a 7-point Likert-type scale ranging from "very little" influence on the subject's own personal values to "very much" influence on the subject's own personal values. Weighted, attitudinal influence values could then

be calculated as the result of multiplying the assessed value of the attitude source (i.e., parent) by the assessment of that source's influence on the subject.

### **Measurement of Arousal**

In addition to self-reports of sexual arousal, arousal was assessed using a penile plethysmograph (Pacific Design and Instrument, Model 5.0) which utilizes a mercury-in-rubber strain gauge (D. M. Davis, Inc.). Research using the penile plethysmograph in the laboratory has suggested that it is a sensitive and valid measure of male sexual arousal (e.g., Abel, Barlow, Blanchard & Guild, 1977; Henson & Rubin, 1971; Laws & Rubin, 1969; Strassberg, Kelly, Carrol & Kircher, 1987). For the present study, an initial assessment of "zero" (i.e., baseline, flaccid state) arousal was taken after (1) the subject indicated (via intercom) that he had placed the strain gauge on his penis, and (2) after he was instructed to sit quietly with the strain gauge in place. Thus, this minimum arousal rating was taken prior to the viewing of the videos. An assessment of maximum sexual arousal was then recorded during a 2-minute, sexually-explicit, baseline video. Arousal to a second video, the experimental video segment, was recorded as a percentage of maximum level of arousal achieved during the baseline video segment. Subjects who exhibited no sexual arousal to the baseline video segment (i.e., "flatline") did not view the experimental

video; they were led to believe that the experiment was over and were given credit for their participation in the study (i.e., their experimental data were never collected). During the experimental video, plethysmographic recordings of sexual arousal were taken at 5-second intervals.

### **Videos**

The sexually explicit video vignettes used in this study were taken from commercially available, color videos. These videos were almost identical to those used in the previous study (Quackenbush, et al., 1995). The baseline video segment (total running time = 2 minutes 20 seconds) depicted a heterosexual couple engaged in sexual intercourse. This segment was highly explicit, i.e., containing many close-ups of genitals and genital-to-genital contact. No indication of the characters' relationship to each other (other than sexual) was provided or implied in this segment. The use of this baseline video was twofold. First, as was outlined above, the use of a baseline video was necessary in order to determine an approximate level of maximum plethysmographically-assessed sexual arousal for each subject. Sexual arousal during the subsequent experimental video could therefore be calculated as a percentage of the highest level of arousal obtained during the baseline sequence (i.e., each subject served as his own control). Second, self-reported sexual arousal to this segment provided a baseline level of

subjective sexual arousal that could be used to control for individual differences in this variable to the experimental situation (e.g., it could be used as a covariate).

The experimental videos were approximately 3 minutes, 40 seconds in length and were also taken from commercially available videos. These two video vignettes (used in Quackenbush, et al., 1995) were identical to each other in sexual content, and only differed with regard to the amount of love/affection displayed between the characters. Construction of these video vignettes was achieved by obtaining a video that contained both explicit sexual activity as well as nonsexual, romantic content; i.e., the characters saying "I love you," hugging and kissing, and giving flowers and champagne.

The High Love/Affection video condition was constructed by including the nonsexual, romantic elements (1 minute 20 seconds of video presented at the beginning of the vignette) followed by the sexually explicit involvement between the film's characters (2 minutes 26 seconds of video presented; 3 minutes 46 seconds total running time of each vignette). The sexual interactions (identical in both video conditions) in this video were explicit (i.e., X-rated), depicting vaginal/penile intercourse.

A Low Love/Affection video condition was constructed by inserting, at the beginning of the vignette, a video of a still photo (1 minute 20 seconds of total running time) of the couple in place of the

romantic content that the High Love/Affection video contained. This was done in order to make the total running-time of the two videos comparable. The still photo was followed immediately by sexual scenes identical to those used in the High Love/Affection vignette. No indication was made in this video about the nature of the relationship between the couple. Thus, there were two experimental videos of which, in a between-subjects design, a subject viewed only one.

As part of a previous study (Quackenbush, et al., 1995), raters were asked to analyze the content of the two experimental videos. It was demonstrated that the High Love/Affection video contained more kissing, more verbal expressions of affection, and more embraces between the couple portrayed in the video.

### **Experimental Rooms**

The experiment took place on a university campus, in a small, isolated office with draped windows for privacy. The office contained an easy chair, a set of questionnaires, a color monitor, a strain gauge, and an intercom. The color monitor was connected, through the wall, to a VCR in an adjoining lab. The strain gauge was connected, also through the wall, to a plethysmograph in the adjoining lab. Finally, an intercom was wired to another intercom in the adjoining room so that communication could take place during the running of the experiment while maintaining a high degree of privacy for the subject. This set-

up allowed the researcher to control the experiment entirely from the adjoining lab.

### **Design and Procedure**

The primary independent variable in this study was manipulated Love/Affection. The primary dependent variables included an ongoing objective measure of sexual arousal (via the penile plethysmograph) and a one time, subjective rating of sexual arousal following the experimental video vignette.

Subjects were run individually in the human sexuality research lab described above. Prior to participation in the study, a male research assistant reviewed with each subject inclusionary/exclusionary criteria for participation in the study (see Informed Consent, Appendix J). Each subject was told (both through the recruitment form (Appendix A) and by the research assistant) that he would be viewing two brief sexually-explicit videos while wearing a strain gauge on his penis. Each was also told that he would be asked to fill out a variety of questionnaires regarding sexual attitudes and experiences. Furthermore, the research assistant read a detailed study description/consent form (Appendix J) along with the subject and reminded each subject that he was free to discontinue his participation in the study at any time. Subjects were given no information, at any time, regarding the specific purpose of the study.



Following the obtaining of the subject's consent to participate, the research assistant demonstrated the use of an intercom to the subject and explained that, for most of the study, communication would take place via the intercom. Next, the assistant explained the strain gauge to the subject and instructed him on its placement using a plastic model. The research assistant then, just prior to his exit from the room, told the subject to undress and put on the strain gauge. Paper gowns were provided for subjects to cover themselves for the remainder of the experiment.

The next portion of the study was conducted by the research assistant from the adjoining lab described above. The subject was instructed, via intercom, to "buzz" the assistant once the strain gauge was in place. At that point, the subject was told to "sit quietly" while the plethysmograph was set at baseline, as a measure of "resting arousal." Once it was determined that the subject was at essentially "zero" arousal (i.e., completely flaccid), the baseline video was shown. When it was ascertained that the subject had reached maximum arousal (i.e., no further increase in sexual arousal was apparent), the plethysmograph was calibrated to record subsequent tumescence as a percentage of that level (the subject's highest arousal obtained during the baseline sequence). This procedure has been used successfully in our laboratory for over a decade (e.g., Mahoney & Strassberg, 1992; Hale & Strassberg, 1990).

Subjects who were unable to become even minimally physiologically aroused (i.e., their plethysmograph recordings remained at essentially “zero”) to the baseline segment were dismissed at the end of the baseline video. These subjects were told that the experiment was over (i.e., they were not told that their performance had precipitated termination), asked to dress, debriefed (Appendix K), given credit for their participation in the study, and allowed to leave. In contrast, all subjects who demonstrated even low levels of sexual arousal were run through the entire research paradigm.

Following the baseline video vignette, each subject was asked to complete the first VRQ and to notify the assistant, via intercom, when he was finished. Subjects who had not completely detumesced (below 5% of maximum arousal) at the completion of the VRQ were given 3 additional minutes in which to do so. Those few subjects who still had not detumesced were asked to complete several math problems until the assistant told them to “stop.” Only two subjects were not able to detumesce after completing the math problems, and they were told that the experiment was over, given credit for their participation, and allowed to leave.

Next, subjects were asked to view the experimental video (only one of the two experimental videos, randomly assigned). Measures of sexual arousal via plethysmograph were automatically recorded every 5 seconds. Following the experimental video, subjects were told to

complete the second VRQ and notify the assistant, via intercom, when finished. Then, subjects were instructed, via intercom, to remove the strain gauge and to get dressed. The assistant then entered the subject's room, handed the subject the remaining questionnaire (the demographics measure, the SOS, the MSG, the Sexual Experience Inventory, the Marlowe-Crowne Social Desirability Scale, the Love and Affection Expectancy Questionnaire, and the Romance in Sex Questionnaire), and left. The subject was asked to inform the assistant, via intercom, when he had completed the packet. Finally, each subject was thanked for his participation, debriefed (Appendix K), and given experimental credit.

## **CHAPTER III**

### **RESULTS**

#### **Overview of Results**

A number of statistical comparisons will be made in this presentation of the results of this study. To aid the reader in following the order in which the results are presented, an overview is provided:

The first analyses are similar to those performed in our earlier work. First, we present the results of an analysis of subject ratings of love and affection to demonstrate that subjects were able to detect our manipulation of this construct in the videos. Second, experimental groups are compared on self-reports of sexual arousal in an attempt to reproduce the finding of the previous study that male subjects who viewed the video containing love and affection elements reported more sexual arousal than males who viewed a video without such elements. Third, we present the results of an analysis involving subjects' predictions about the sexual arousal of "men in general" and "women in general" to the videos they had just viewed. In all these analyses, data from the current study were merged with data from the previous study so that differences, if any, between the two projects could be examined. These analyses were performed to determine if results similar to those

found in our previous study could be obtained in a project utilizing different methodology.

The second section of the results contains the analysis of greatest interest. Whereas the first section of the results represents a kind of replication of our earlier project, the second section represents an extension and clarification of our earlier findings-- particularly regarding the validity of self-reported sexual arousal. Only subjects from the current study were utilized in these analyses. In this section, we tested our main hypothesis by exploring the effects of the Love/Affection manipulation on plethysmographically-assessed sexual arousal. Also, we examined the role of social desirability in the reporting of sexual arousal in this study.

The third section of the results includes several secondary analyses. Again, these analyses involved only subjects from the present study. First, we examine the relationship between various attitudinal measures and both self-reported and plethysmographically-assessed sexual arousal. Finally, we explore the relationship between subject predictions of the outcomes resulting from expressions of love and affection during sex, and both self-reported and plethysmographically-assessed sexual arousal to the experimental videos.

### **Section I: Replication of Previous Study**

Initial inspection of the data from this project (Study 2) made it evident that subjects in the current study were responding rather differently than did subjects in our previous study across both control and experimental conditions. Virtually every rating made regarding the experimental and baseline videos was greater in magnitude than were ratings made by subjects in our earlier project. Therefore, a decision was made to include the data from the two studies so that we could simultaneously examine both the effects for manipulated Love/Affection and for study participation (Study 1 vs. Study 2).

#### **Manipulation Check**

We first analyzed the effect of the Love/Affection manipulation on subjects' ratings of "love and affection" to the experimental videos. This was evaluated using a 2 (High vs. Low Love/Affection) X 2 (Study 1 vs. Study 2) ANCOVA with subjects' ratings of "love and affection" to the baseline video serving as the covariate, and ratings of perceived "love and affection" within the experimental video serving as the dependent measure. Results revealed significant main effects for both manipulated Love/Affection,  $F(1, 83) = 23.28, p < .001$ , and Study  $F(1, 83) = 22.67, p < .001$ . A Study X manipulated Love/Affection interaction was not significant,  $F(1, 83) = 1.13, p = .29$ . To ensure that the Love/Affection manipulation was specifically detected in Study 2, a

simple main effects was performed for only subjects in Study 2, using the Love/Affection manipulation as an independent measure, and ratings of "love and affection" to the experimental video as the dependent measure. Results revealed a statistically significant simple main effect for manipulated Love/Affection,  $F(1, 83) = 6.49, p < .05$ . Specifically, subjects in the High Love/Affection condition reported higher levels of "love and affection" in the video they viewed than did subjects in the Low Love/Affection condition. These differences were evident even when using only Study 2 subjects. Further, subjects in Study 2 rated the experimental videos as containing more "love and affection" than did subjects in Study 1. Adjusted cell means are presented in Table 2.

### **Self-Reported Sexual Arousal as a Function of Manipulated Love/Affection**

To investigate the effect of manipulated Love/Affection on self-reports of sexual arousal, a 2 (High vs. Low Love/Affection) X 2 (Study 1 vs. Study 2) ANCOVA was utilized with subject report of sexual arousal to the experimental video serving as the dependent measure, and subject report of sexual arousal to the baseline video serving as the covariate. Results revealed main effects for both manipulated Love/Affection,  $F(1, 83) = 4.38, p < .05$ , and for Study,  $F(1, 83) = 7.99$ , statistical significance,  $F(1, 83) = .64, p = .43$ . Specifically, subjects

Table 2

Ratings of Love and Affection as a Function  
of Manipulated Love/Affection

	Study Participation	
	Study 1	Study 2
Sexual Arousal	( <u>N</u> =47)	( <u>N</u> =41)
Low <sup>1</sup>	2.84	4.56
High <sup>1</sup>	4.58	5.67

Note: <sup>1</sup> Higher scores indicate more "love and affection" seen in the experimental video. Significant main effects for both Study and Love/Affection. The interaction was not significant.



who viewed the High Love/Affection experimental video rated the video as more arousing than did subjects who viewed Low Love/Affection video. Also, subjects in the current study rated the experimental videos as more arousing than did subjects in the previous study.

Though the interaction term was not significant, inspection of the cell means (see Table 3) suggested that much of the effect for Love/Affection could be accounted for by experimental group differences from Study 1. Therefore, it was decided to test for simple main effects, comparing the self-reported sexual arousal of subjects in Study 2 who viewed the Low Love/Affection video to subjects in Study 2 who viewed the High Love/Affection video. Results revealed a nonsignificantnonsignificant effect for manipulated Love/Affection,  $F(1, 83) = .81$ . That is, the sexual arousal reported by subjects in Study 2 who viewed the High Love/Affection video was statistically indistinguishable from the self-reported arousal of Study 2 subjects who viewed the Low Love/Affection video. Adjusted cell means are presented in Table 3. Thus, the effect of the Love/Affection manipulation on self-reports of sexual arousal was observed using Study 1 (but not Study 2) methodology.

### **Predictions of Men's and Women's Arousal**

In a further attempt to reproduce the findings from our earlier study, an analysis was performed on subject predictions about how

Table 3

Self-Reports of Sexual Arousal as a Function  
of Manipulated Love/Affection

	Study Participation	
	Study 1	Study 2
Sexual Arousal	( <u>N</u> =47)	( <u>N</u> =41)
Low <sup>1</sup>	3.54	4.47
High <sup>1</sup>	4.25	4.79

Note: <sup>1</sup> Higher scores indicate greater reports of sexual arousal to the experimental video. Means are adjusted for the covariate. Significant main effects for both study participation and Love/Affection. The interaction was not significant.

"men in general" would respond to the video vignettes. In our previous study, while men who viewed the video containing greater expressions of love and affection reported higher levels of sexual arousal than males who viewed the Low Love/ Affection video, the former predicted a level of arousal for other men (i.e., "Men in General") (see Table 4) that was not statistically different from the levels of arousal predicted by those viewing the Low Love/Affection video segment.

To investigate this phenomenon, a 2 (High vs. Low Love/Affection) X 2 (Study 1 vs. Study 2) ANCOVA procedure was utilized with subject predictions of the sexual arousal of "men in general" to the experimental videos serving as the dependent.

Subjects were also asked to predict the sexual arousal of "women in general" to the experimental video which they had just viewed. Once again, a 2 (High vs. Low Love/Affection) X 2 (Study 1 vs. Study 2) ANCOVA was used, with subject predictions of the sexual arousal of "women in general" to the experimental video serving as the dependent measure and predictions of the sexual arousal of "women in general" to the baseline video as the covariate. Results revealed main effects for both Love/Affection,  $F(1, 83) = 14.96$   $p < .001$ , and Study,  $F(1, 83) = 11.02$ ,  $p < .01$ . Specifically, subjects who viewed the High Love/Affection video predicted greater

Table 4

Predictions of the Arousal of "Men in General"  
as a Function of Manipulated Love/Affection

	Study Participation	
	Study 1 ( <u>N</u> =47)	Study 2 ( <u>N</u> =41)
Sexual Arousal		
Low <sup>1</sup>	4.17	4.83
High <sup>1</sup>	4.29	4.94

Note: <sup>1</sup> Higher scores indicate predictions of greater sexual arousal for "men in general" to the experimental video. Means are adjusted for the covariate. Significant main effect for study participation only. The interaction was not significant.

levels of sexual arousal for "women in general" than did subjects who viewed the Low Love/Affection video. Also, subjects in Study 2 predicted higher levels of arousal for "women in general" than did subjects in Study 1. Adjusted cell means are presented in Table 5.

## **Section II: An Extension of our Earlier Work**

This section was designed to elucidate results obtained in our previous research. Analyses in this section were particularly designed to address the validity of self-reports of sexual arousal within this research paradigm. Specifically, the analyses in this section attempt to examine the effects of the Love/Affection manipulation on plethysmographically-assessed sexual arousal and to assess the relationship between self-reports of sexual arousal and social desirability. Only subjects from the current project ( $N = 41$ ) were utilized in this section.

### **Plethysmographically-Assessed Sexual Arousal**

The primary test of the hypothesis of greatest interest in this study concerned the role of the thematic manipulation on physiologically-assessed sexual arousal. Our previous study found that, with respect to self-reports of sexual arousal, male subjects who viewed the video containing love and affection reported greater arousal than subjects who viewed the video without such depictions. In this study, the penile plethysmograph was utilized in order to clarify

Table 5

Predictions of the Arousal of "Women in General"  
as a Function of Manipulated Love/Affection

	Study Participation	
	Study 1	Study 2
Sexual Arousal	( <u>N</u> =47)	( <u>N</u> =29)
Low <sup>1</sup>	3.29	4.09
High <sup>1</sup>	4.24	5.24

Note: <sup>1</sup> Higher scores indicate predictions of greater sexual arousal for "women in general" to the experimental video. Means are adjusted for the covariate. Significant main effects for both study participation and Love/Affection. The interaction was not significant.

whether male subjects exhibit greater physiological sexual arousal to videos with depictions of love and affection than without.

The ongoing nature of plethysmographic assessment made it possible to examine the effects of the Love/Affection manipulation every five seconds, throughout the duration of the experimental video. In analyzing these data, average plethysmographic readings across consecutive blocks were combined to form nine scores per subject. Because there were an odd number (i.e., 43) of readings, the first eight blocks were comprised of five records each (i.e., an average across 25 seconds), whereas the ninth block was comprised of only three readings (i.e., total time = 15 seconds), also averaged to produce a single score.

The first three (25 second) blocks occurred prior to the portrayal of sexual content (these three blocks contained the still photo in the Low Love/Affection video and the love/affection content in the High Love/Affection video). The sexual content in both videos commenced approximately at the end of the third block (i.e., approximately 75 seconds into the videos). The mean plethysmographically-assessed arousal of both groups across all nine blocks is graphically displayed in Figure 1.

A MANOVA was performed using Love/Affection (High vs. Low) as the independent variable and an average plethysmographically-assessed sexual arousal score for each of the nine blocks as dependent measures. A significant multivariate effect was found,  $F(9, 31) = 4.01$ ,  $p < .01$ . Univariate tests revealed significant effects only for the third,

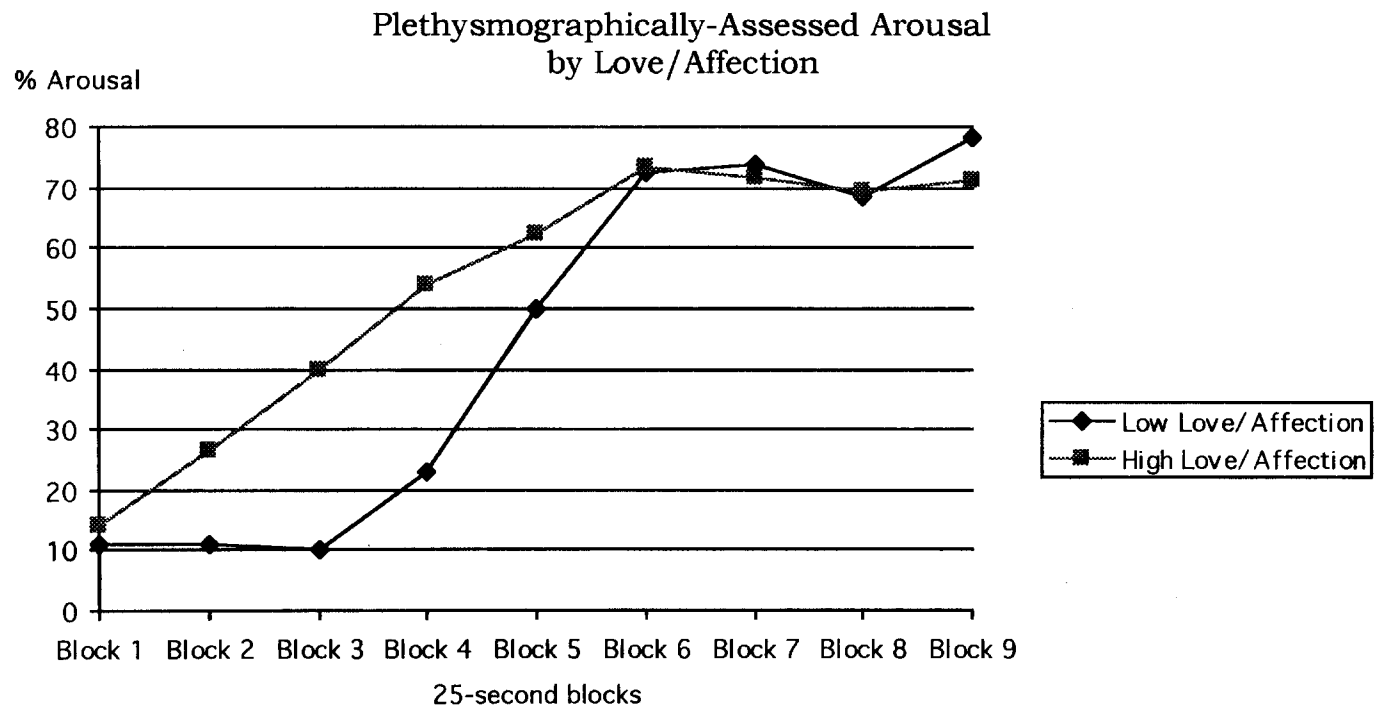


Figure 1



$F(1, 39) = 9.99, p = .01$  and fourth,  $F(1,28) = 11.99, p < .01$ , blocks; In both blocks, subjects viewing the High Love/Affection video demonstrated significantly greater plethysmographically-assessed sexual arousal than subjects viewing the Low Love/Affection video (block 3  $M_s = 40.00$  vs.  $10.17$ , block 4  $M_s = 54.00$  vs.  $23.16$ ). No significant differences were observed for blocks occurring before the third block, or after the fourth block. To assess the effects of the Love/Affection manipulation on onset of sexual arousal, a t-test was performed using onset of sexual arousal as the dependent measure, and manipulated Love/Affection as the independent variable. Onset was defined as time (in increments of 5 seconds) to reach 50% of maximum arousal. A significant effect was found,  $t = 2.21, df = 40, p < .05$ , for manipulated Love/Affection such that subjects who viewed the High Love/Affection video reached 50% of maximum arousal more quickly ( $M = 91.36$  seconds) than did subjects who viewed the Low Love/Affection video ( $M = 125.53$  seconds).

### **Social Desirability and Self-Reports of Sexual Arousal**

Pearson correlation coefficients were computed between the measure of social desirability and self-reports of sexual arousal. Correlations were computed separately for each video condition (High vs. Low Love/Affection) because it was believed that subjects who were concerned about their social presentation may, for example,

underreport their sexual arousal in the Low Love/Affection condition while these same subjects may overreport their sexual arousal in the High Love/Affection condition. Results ( $n = 19$ ) revealed essentially no relation between social desirability and self-reported sexual arousal for subjects in the Low Love/Affection condition ( $r = .06$ ,  $df = 17$ ,  $p = .80$ ). Results under the High Love/Affection video condition ( $n = 22$ ) also revealed essentially no significant relationship between the two constructs,  $r = .11$ ,  $df = 20$ ,  $p = .61$ .

### **Section III: Secondary Analyses Attitudes as Predictors of Sexual Arousal**

Two sets of regression analyses were conducted in order to investigate the relationship between subject attitude (i.e., the importance of love and affection in sex), perceived attitudinal influences, and sexual arousal while viewing the experimental videos. In the first set of analyses, self-reports of sexual arousal served as the criterion measure while the predictor variables included subject attitude, and weighted (see Method) subject reports of the attitudes (nature of and importance of) of parents, church and friends. Separate regression analyses for each experimental condition (High vs. Low Love/Affection) were utilized because it was believed that attitudes might relate differently to self-reports of sexual arousal based on the amount of Love/Affection depicted in the video.

Under both the Low and High Love/Affection conditions, none of the predictor variables were significantly related to subject self-reports of sexual arousal. That is, neither subjects' attitudes nor their weighted perceptions of the attitudes of others regarding the importance of love and affection in a sexual relationship related to subject report of sexual arousal to the experimental videos.

The second set of analyses utilized the same predictor variables, but plethysmographically-assessed sexual arousal served as the criterion measure. The average of the plethysmographic readings during the seventh block was utilized as the measure of objective sexual arousal because, for most subjects, it was the block in which the highest levels of arousal were attained. As before, separate analyses were utilized for the High and Low Love/Affection conditions. As with self-reports of sexual arousal, the analyses using plethysmographically-assessed arousal revealed no significant relationships. That is, neither the subjects' attitude nor the subjects' report of parents', church, or friends' attitudes regarding the importance of love and affection in sex proved to predict objective measures of sexual arousal to the experimental videos.

### **Subject Expectancies as Predictors of Sexual Arousal**

A set of Pearson product moment correlations was utilized in order to examine the relationship between subject expectancies (i.e., regarding the consequence of loving behaviors during sex) and sexual

arousal. It was believed that these subject expectancies might bear a different relationship to sexual arousal depending upon the experimental video condition (High vs. Low Love/Affection) to which the subject was assigned. Consequently, correlations were computed separately under each experimental condition. Further, correlations were computed separately using both self-reports and plethysmographic measures of sexual arousal.

Under the Low Love/Affection condition ( $n = 19$ ), a nonsignificant correlation coefficient was observed ( $r = .37$ ,  $df = 17$ ,  $p = .12$ ) between subject expectancies and self-reported sexual arousal. Also, under the High Love/Affection condition ( $n = 22$ ), results revealed a nonsignificant correlation ( $r = .27$ ,  $df = 20$ ,  $p = .22$ ) between self-reports of sexual arousal and subject expectancies. That is, under neither condition was there a statistically significant relationship between subject expectancies and self-reported sexual arousal to the video vignette.

Similar correlation coefficients were computed between plethysmographically-assessed sexual arousal (the average of the plethysmograph readings in the seventh block) and subject expectancies. Under both the Low and High Love/Affection conditions, results revealed nonsignificant correlation coefficients between plethysmographically-assessed sexual arousal and subject expectancies (Low Love/Affection  $r = .01$ ,  $df = 17$ ,  $p = .97$ ; High Love/Affection  $r = -.09$ ,  $df = 20$ ,  $p = .70$ ). That is, under both experimental conditions (Low vs. High Love/Affection) no significant

relationship between plethysmographically-assessed sexual arousal and subject endorsement of positive outcomes resulting from expressions of love and affection during sex was noted.

## **CHAPTER IV**

### **DISCUSSION**

#### **Manipulated Love and Affection and Self-Reported Sexual Arousal**

As in Study 1, the effects of a Love/Affection manipulation on self-reported sexual arousal were investigated. However, unlike male subjects in our previous project, those in the current study who viewed a sexually explicit video containing elements of love and affection did not report greater levels of sexual arousal than subjects who viewed the video without such elements. Though this result is inconsistent with those of Study 1, it is consistent with results obtained (in the current study) utilizing the penile plethysmograph, with predictions made by the subjects themselves (in both Studies 1 and 2), with folklore, and with the predictions we made in Study 1.

In the present study, the penile plethysmograph was introduced to help explain the effect of manipulated Love/Affection on males' self-reported sexual arousal found in Study 1. However, the failure of Study 2 to reproduce this effect changed the nature of the contribution made by the penile plethysmograph. The results obtained using the plethysmograph will be discussed in detail later in this section.

The results regarding the effect of the Love/Affection manipulation on self-reported sexual arousal were not the only differences observed between the results of Study 1 and Study 2. Specifically, virtually all ratings made by subjects in Study 2 were greater in magnitude than comparable ratings made by subjects in Study 1. That is, compared to men in Study 1, those in Study 2 gave higher ratings for nearly every item concerning the video they had just viewed. Because there were several results that were similar (i.e., the results of the manipulation check, and subject predictions of the sexual arousal of both "men in general" and "women in general" as a function of manipulated Love/Affection) across the two studies, the discrepancies in findings particularly stand out.

Despite similarities in the results of the two studies, differences suggest that the present study presented subjects with a rather different set of conditions, demands, and/or expectations. This is true despite the fact that the stimulus materials were almost identical in the two studies. The next section represents an exploration of methodological differences between the two studies which could potentially account for the different results.

### **Methodology and Self-Reported Sexual Arousal**

Features inherent in running a plethysmography study (i.e., relative difficulty in subject recruitment, running subjects individually)

may have rendered the two projects different enough to produce somewhat dissimilar results. For example, the subjects in our current study may have differed from those in our previous study in ways that impacted the pattern of results. Some research has indicated that only a small fraction of subjects who would be willing to participate in a study where they were required to only view sexually explicit material (e.g., Study 1) would also be willing to participate in a study involving penile plethysmography (e.g., Study 2) (Strassberg and Lockard, 1995). It is possible, therefore, that differences observed between the results of the two studies may simply reflect differences in the type of subject who participated in them.

There is, however, reason to believe that subject differences do not represent an adequate explanation for the differences in results between the two studies. Specifically, subjects in the two studies did not differ with respect to both demographic variables and, more importantly, sexual attitude (i.e., as measured by the Sexual Opinion Survey). Further, recent research has found no differences in sexual attitudes or sexual experience between those who volunteer for the types of experiments represented by Studies 1 and 2 (Strassberg and Lockard, 1995). Taken together, these findings suggest that the discrepancies in results between Studies 1 and 2 may be better explained as a result of the different procedures the two studies utilized.



### **Procedure and Self-Reported Sexual Arousal**

Subjects in the current study were tested individually, whereas whereasthose in our earlier work were tested in small, same-sex groups run by both a male and female research assistant (present throughout the study). The presence of others in the room may have inhibited Study 1 subjects' ability to become sexually aroused. Further, some research has indicated (Crowne and Marlowe, 1964) that the wish to appear socially desirable is more likely to be activated in a social context (i.e., a group) than individually. Thus, the males in Study 1 may have also been inclined to underreport their sexual arousal, particularly while viewing a video that contained no elements of love and affection (if they believed it was socially desirable to do so).

Thus, subjects in the current study may have been less inhibited, by virtue of being tested individually, and/or may have experienced little or no need to underreport their sexual arousal to both videos, and particularly to the video without elements of love and affection. In Study 2, there may have even been a perceived expectation, on the part of the subject, to become sexually aroused. The process of being assessed using a strain-gauge and penile plethysmograph may have caused subjects to believe that they should exhibit sexual arousal. Thus, sexual arousal may have been inhibited, embarrassing, and even suppressed by subjects in Study 1, whereas it may have been

considered (at least) acceptable and possibly even desirable by subjects in Study 2. This explanation could account for both difference in the magnitude of self-reported sexual arousal between the two studies and for the fact that an effect on self-reported sexual arousal (by manipulated Love/Affection) was observed in Study 1, but not Study 2.

The fact that Study 1 subjects were tested in a group may have contributed to differences in findings in yet another manner. Subjects in Study 1 may have experienced greater distraction from the video content than subjects in Study 2. Though care was taken in Study 1 to make the experimental room (a classroom) as free from distraction as possible (i.e., by shutting the blinds and lowering the lights), noises made by students in the hallway, or subtle indicators of the presence of other males in the room (or of the female experimenter) may have distracted Study 1 subjects from the video presentation and subsequently lowered their sexual arousal, compared to Study 2 subjects.

Another important methodological difference between the two studies concerns the use, in Study 2, of the penile plethysmograph. Knowledge by the subjects that they were having their sexual arousal physiologically-assessed may have impacted their reports of sexual arousal. Subjects who wanted to misrepresent their self-reported sexual arousal (e.g., to appear socially desirable) may have been less likely to do so if they believed that the experimenter would be able to

detect a misrepresentation. Though there is no direct method of testing this hypothesis within either our past or current projects, there is some evidence that, the desire to appear socially desirable did not play a role in the reporting of sexual arousal in Study 2. That is, within the current project, the measure of social desirability was not found to be related to self-reports of sexual arousal under either experimental condition (Low vs. High Love/Affection).

In sum, many features of the current project may have contributed to subjects' differential ability to become sexually aroused, and willingness to admit to becoming sexually aroused. Further, it seems unlikely that the discrepant results obtained in Study 2 (vs. Study 1) were due to sample differences.

### **Plethysmographically-Assessed Sexual Arousal**

Male subjects in our previous study who viewed a sexually-explicit video with depictions of love and affection reported significantly greater sexual arousal than subjects who viewed an explicit video without such depictions (Quackenbush, et al., 1995). This result was contrary to folklore, to our predictions about male subjects, and to what the subjects themselves predicted about "men in general."

In attempting to understand the results of our previous study, we posited that either: (1) males (at least college males) in the population had changed since the era of Kinsey and Pomeroy (1953) or (2) males in

our previous study may have distorted their reports of sexual arousal in order to appear socially desirable and relationship-focused with respect to sexuality. The current study was designed to examine this issue further. In particular, we wanted to determine whether the effect obtained using self-reports of sexual arousal could be reproduced using a methodology employing a penile plethysmograph -- an assessment device over which subjects would have less voluntary control.

The penile plethysmograph represented an important component in a project that was designed to elucidate results obtained in our previous study. However, what we hoped would be a straight forward extension of our earlier study proved to be far more complicated than expected. Specifically, the failure of males in the present study to demonstrate (the Study 1 finding of) higher self-reports of sexual arousal to the High Love/Affection video than to the Low Love/Affection video changed the nature of the contribution of physiological assessment of sexual arousal. The penile plethysmograph became less important in its use as a construct validation tool, and more important in its role as the sole device by which (1) sexual arousal could be continuously assessed, throughout the duration of the video presentation, and (2) the onset of sexual arousal could be measured.

In fact, the continuous data obtained utilizing the penile plethysmograph did reflect a sexual arousal difference (that was not detected using the self-report measure of sexual arousal) between

subjects who viewed the High (vs. Low) Love/Affection video. Romantic portrayals that were followed immediately by sexually explicit content, elicited a more rapid onset of physiological arousal when compared to a video of a still photo of the film's characters, also followed by sexual content. Specifically, the portrayals of romantic behaviors seemed to "prime" subjects' sexual arousal. Perhaps romantic portrayals, while not overtly sexual, activate sexual schema, and thus elicit low to moderate levels of sexual arousal when subjects expect that the romance is to be followed by sexual content.

Group differences in plethysmographically-assessed arousal, however, disappeared shortly after the commencement of sexual content. When subjects in the experimental conditions were compared at the end of the video presentations (i.e., maximum sexual arousal, two minutes into the sexual content of the videos), no group differences remained. Thus, our hypothesis that males subjects who viewed the High Love/Affection video would demonstrate greater sexual arousal than those in the Low Love/Affection condition may have been too simple. These results paint a more complex picture whereby romantic portrayals may produce low to moderate levels of sexual arousal, but do not continue to enhance sexual arousal once portrayals of explicit sexual activity begin.

It also seems important to note that a different self-report methodology than was utilized here might have yielded results similar

to those produced using the penile plethysmograph. In both Studies 1 and 2, self-reports of sexual arousal were taken immediately after the presentation of the videos, via a single item. Because it is uncertain what subjects were referring to when reporting their sexual arousal, it becomes difficult to compare self-report data to plethysmographic data. For example, a subject may have been referring to an assessment of his average arousal across the duration of the video, an assessment of the highest arousal he obtained, or an assessment his final arousal. Though we can surmise that subjects were assessing their highest arousal (because self-report and plethysmographic data correlated most highly with each other during Block 8 -- a block that, for many subjects, represented their highest level of plethysmographic arousal), continuous measurement of self-reported sexual arousal (as opposed to the single rating which we utilized) may have produced a more sensitive index which may have even paralleled the data produced by the penile plethysmograph.

### **Attitudes as Moderators of Sexual Arousal**

Several analyses were employed to examine the relationship between sexual arousal (both self-reported and physiologically-assessed) and attitudinal variables (i.e., attitudes concerning the level of love and affection required for the subject to engage in sexual behavior and subject expectancies regarding the outcomes of loving

behaviors during sex). None of these analyses demonstrated significant relationships.

One explanation for the lack of relationships is that patterns of sexual arousal to explicit portrayals may bear only an indirect relationship to sexual behavior (Owens, 1986). For example, the use of phallometric measurement of sexual arousal to rape depictions has been seriously questioned as a tool which can discriminate between rapists and nonrapists (Blader & Marshall, 1989). It has been argued that sexual arousal to deviant acts bears little or no relation to one's propensity to actually engage in those deviant behaviors. In part, this is a function of the power of the sexual elements in such portrayals to elicit arousal, independent of the depictions of the coercive elements in the scenario. Thus, in the present study, the purported need for love and affection in their own sexual lives did not seem to be related to subjects' sexual arousal to explicit depictions with and without romantic portrayals.

By the same token, patterns of sexual arousal may bear an only indirect relationship to attitudes about sex. That is, males who truthfully claim to need love and affection in order to engage in sexual relations may yet demonstrate sexual arousal to portrayals of casual sex (i.e., sexual behaviors outside of a loving relationship). Again, this may reflect the power of explicit depictions of sexual interactions to

elicit arousal, even when the nonsexual elements of the portrayal may be inconsistent with the viewer's attitudes or beliefs (Byrne, 1977)

### **Limitations of the Current Project**

Many of the limitations of this project are inherent in the procedures associated with the use of penile plethysmography. For example, in a plethysmographic study, recruitment is difficult. Volunteers for a plethysmography study represent a very small subset of volunteers for other psychological research procedures (who themselves represent a subset of the general population) (Lockard & Strassberg, 1995). Thus, it becomes difficult to ascertain the generalizability of findings obtained in a plethysmography study.

Further, ethical considerations limit the procedures which can be utilized in a plethysmography study. For example, subjects must necessarily be tested individually. The nature of plethysmographic assessment is such that group testing would seriously violate a subject's privacy. In our current research, running subjects individually rendered it difficult to compare Study 2 results to Study 1 results because Study 1 results were obtained by running subjects in small groups. Also, experimental studies of sexual phenomena are almost always, analogue in nature; e.g., in the present study we relied on video stimulus materials to study real-world issues. Manipulating variables of interest in vivo often raises serious ethical concerns. For



example, in the current project, we could not have ethically manipulated the amount of love and affection in an actual sexual encounter between the subject and a female confederate. Though the use of video materials can circumvent ethical concerns, the ability to generalize findings is compromised.

Another limitation associated with plethysmography research is that subjects often are not able to become sexually aroused in the laboratory. Again, generalizing to the population of males becomes difficult because we do not fully understand the differences between males who are able to become plethysmographically aroused vs. those who are not.

Another feature that limits the generalizability of the current project is our exclusive reliance on college males as subjects. Research evidence clearly suggests that college males differ from noncollege males in a variety of ways including androgyny, age, IQ, and socioeconomic status (see Lachor, 1974, for example). It therefore is difficult to know the extent to which our results are generalizable to a noncollege sample.

Another limitation concerns the use of a baseline video to both obtain a measure of "baseline" self-reported sexual arousal and to calibrate each subjects' plethysmographically-assessed arousal. The use of a baseline video could have potentially increased subject expectations about viewing sexually explicit materials. Subjects who

went on to view the High Love/Affection video may have experienced greater arousal to the love and affection displays (because of an increased expectation that sexual depictions would follow) than they would have had they not viewed a highly sexually-explicit baseline video segment. Though having subjects view a baseline video serves to equalize expectations and response set across groups (because subjects in both experimental groups viewed the same baseline segment), the generalizability of these findings is again limited through preceding the experimental vignettes with a highly explicit baseline segment.

### **Implications for Future Research**

It seems clear that measures of sexual arousal may be sensitive to, and impacted by, the research context in which they are employed. In the field of human sexuality, researchers need to be careful about relying exclusively on self-reports of sexual arousal. Instead, wherever possible, concurrent physiological measurement should be employed, although this too may be context sensitive.

Further, there appears to be value in researchers assessing self-reported sexual arousal continuously. Though continuous measurement of self-reported sexual arousal may be distracting, efforts should be made to develop technologies of continuous assessment that require very little mental effort to operate on the part of the subject.

The less a subject is required to attend to the assessment device itself, the more he will be able to attend to the sexual stimulus.

There are research projects that could be designed to address questions raised by the current project. These include variations of the present study that address the effects of methodology on sexual arousal. For example, to investigate the effect of group testing on self-reports of sexual arousal, subjects could be tested either individually, or in groups, but not plethysmographically. This could help to separate the group effect from an effect due to physiological assessment of sexual arousal. To address the same issue, researchers might employ a faux physiological assessment device (e.g., an electrode placed on the finger, purported to measure sexual arousal) to subjects, some of whom are tested individually, whereas others are tested in groups.

As a test of the effect of procedural demand characteristics on sexual arousal, a researcher could vary both (in a 2 X 2 design) the explicit expectation placed on the subject (e.g., through saying "Most males do not become aroused by the following videos" vs. "Most males become quite aroused to the following videos") and method of measuring sexual arousal (self-report only vs. self-report and plethysmographic assessment). Subjects' self-reported arousal could then be assessed as a function of both procedure and perceived expectation for sexual arousal. Though the above list of potential projects is not exhaustive, it

represents several projects designed to isolate the effects of particular methodologies on sexual arousal.

Finally, more theorizing in the field of human sexuality is necessary to begin to establish clear, complete models of sexuality. Though many research endeavors address one or two facets of sexuality (i.e., sexual behavior), few have attempted to integrate concepts to form cogent, comprehensive models with clear linkages between constructs. Though sexuality is likely an incredibly complex phenomenon, in an era in which it is politicized, dramatized, and, in some cases, criminalized, a greater understanding of the interrelationships between the constructs of genetic make-up, sexual attitudes, socialization, sexual arousal, and sexual behavior is crucial.

### **Conclusion**

The question we have been attempting to address is whether or not depictions of love and affection enhance a male's sexual arousal to explicit portrayals of sexual interactions. The answer, when drawn from these two research projects, is a qualified "no." Though males exhibit low to moderate levels of physiologically-assessed sexual arousal to romantic portrayals alone (when they are expected to be followed by sexually explicit content), these initial levels do not seem to enhance sexual arousal (beyond the levels produced by sexual stimuli, alone) once the sexually explicit depictions commence. Also, though

some males are clearly stating that love and affection are important to them in their sexual lives, these attitudes do not seem to be ultimately related to their arousal to erotic videos with and without those themes.

Though the combination of the two research projects discussed above gives us some idea of the complexity involved in assessing sexual arousal, the current research project highlights the contributions that can be made through the use of plethysmographic assessment. Data from the present project contribute to the understanding of continuous nature of sexual arousal -- a construct that should not be construed as a single data point, but as a set of data points with an onset, a slope, and peaks and valleys.

In sum, the potency of sexually explicit stimuli (at least of those used in the present study) may override both attitudes and expectations, and any modest impact of romantic elements contained within the sexual stimuli. Additional research and theory is necessary to further outline and investigate the role of love and affection in sexual arousal and behavior. A good deal of thought is still necessary in order to determine the sensibility of using sexual arousal as a predictor and/or indicator of sexual behaviors and attitudes.

Subjects for this study must be male, at least 21 years of age. Participants must: (1) have no significant medical problems, (2) be taking no prescription medication, and (3) have no history of sexual difficulties. Subjects will view two videos while wearing a strain gauge -- a small, rubber-band-like device worn comfortably around the penis. The videos are sexually explicit, portraying a heterosexual couple engaging in a variety of sexual behaviors. The subject will be alone in a room during the running of the experiment. Subjects will also complete several questionnaires related to their sexual attitudes and sexual experiences. The entire experiment should take about 1 1/4 hours for which you will receive 1 1/4 hours of experimental credit.

## **APPENDIX A**

### **RECRUITMENT FORM**

Subjects for this study must be male, at least 21 years of age. Participants must: (1) have no significant medical problems, (2) be taking no prescription medication, and (3) have no history of sexual difficulties. Subjects will view two videos while wearing a strain gauge -- a small, rubber-band-like device worn comfortably around the penis. The videos are sexually explicit, portraying a heterosexual couple engaging in a variety of sexual behaviors. The subject will be alone in a room during the running of the experiment. Subjects will also complete several questionnaires related to their sexual attitudes and sexual experiences. The entire experiment should take about 1 1/4 hours for which you will receive 1 1/4 hours of experimental credit.

Please answer all questions, even though you may believe that they do not apply (unless you find a particular question objectionable).

1. How sexually arousing did you find this segment?

Not Arousing

Very Arousing

1 2 3 4 5 6 7

2. Overall, how pleasant to you was this segment?

Very Unpleasant

Neutral

Very Pleasant

1 2 3 4 5 6 7

3. How romantic to you was this segment?

Not Romantic

Very Romantic

1 2 3 4 5 6 7

## APPENDIX B

4. How explicit to you was this segment?

### THE VIDEO REACTION QUESTIONNAIRE

Not Explicit

Very Explicit

1 2 3 4 5 6 7

5. How much love and affection did this couple display?

None

A Great Deal

1 2 3 4 5 6 7

6. How important to this couple was love and affection in their sexual?

Not Important

Very Important

1 2 3 4 5 6 7



**Please answer all questions, even though you may believe that they do not apply (unless you find a particular question objectionable).**

1. How sexually arousing did you find this segment?

Not Arousing						Very Arousing
1	2	3	4	5	6	7

2. Overall, how pleasant to you was this segment?

Very Unpleasant			Neutral			Very Pleasant
1	2	3	4	5	6	7

3. How romantic to you was this segment?

Not Romantic						Very Romantic
1	2	3	4	5	6	7

4. How explicit to you was this segment?

Not Explicit						Very Explicit
1	2	3	4	5	6	7

5. How much love and affection did this couple display?

None						A Great Deal
1	2	3	4	5	6	7

6. How important to this couple was love and affection in their sexual?

Not Important						Very Important
1	2	3	4	5	6	7

7. How long do you think this couple was together prior to the sexual encounter portrayed in the video?

Less Than One Week					Several Years	
1	2	3	4	5	6	7

8. How long do you think this couple will stay together in a relationship following this sexual encounter?

Less Than One Week					Several Years	
1	2	3	4	5	6	7

9. How similar was this couple's sexual relationship to one you had in the past?

Not Similar					Very Similar	
1	2	3	4	5	6	7

10. How similar was this couple's sexual relationship to one which you may imagine having?

Not Similar					Very Similar	
1	2	3	4	5	6	7

11. How arousing do you think this segment is to men (in general)?

Not Arousing					Very Arousing	
1	2	3	4	5	6	7

12. How arousing do you think this segment is to women (in general)?

Not Arousing					Very Arousing	
1	2	3	4	5	6	7

13. How comfortable did you feel during this segment?

Very Uncomfortable

1

2

3

4

5

Very Comfortable

6

7

## APPENDIX C

### DEMOGRAPHIC QUESTIONNAIRE

Gender

Age

Marital Status

1. How would you rate your preference in sexual partners?

Exclusively Opposite  
Sex Partners

About the  
Same for  
both Sexes

Exclusively Same  
Sex Partners

1

2

3

4

5

6

7

2. Have you ever before seen a sexually explicit film?

Yes No

If yes, under what circumstances?

3. How religious do you consider yourself?

Not Religious

Somewhat Religious

Very Religious

1

2

3

4

5

6

7

### APPENDIX C DEMOGRAPHIC QUESTIONNAIRE

4. To what religion do you belong?

5. Please circle the number of partners with whom you have engaged in sexual intercourse.

None

1-2

3-5

6-10

11 or More

6. How important do you consider love and affection to be in your own sexual relationship?

Not Important

Very Important

1

2

3

4

5

6

7

GenderAgeMarital Status

1. How would you rate your preference in sexual partners?

Exclusively Opposite  
Sex Partners

About the  
Same for  
both Sexes

Exclusively Same  
Sex Partners

1      2      3      4      5      6      7

2. Have you ever before seen a sexually explicit film?

Yes      No

If yes, under what circumstances?

3. How religious do you consider yourself?

Not Religious

Somewhat Religious

Very Religious

1      2      3      4      5      6      7

4. To what religion do you belong?

5. Please circle the number of partners with whom you have engaged in sexual intercourse.

None      1-2      3-5      6-10      11 or More

6. How important do you consider love and affection to be in your own sexual relationship?

Not Important

Very Important

1      2      3      4      5      6      7

Please write your response to the left of each item.

Agree

Neither Agree or Disagree

Disagree

1

2

3

4

5

6

7

1. I believe that it would be very entertaining to view hard-core pornography.
2. Pornography is obviously filthy; people should not try to describe it as anything else.
3. Swimming in the nude with a member of the opposite sex would be an exciting experience.
4. Masturbation can be an exciting experience.
5. If I found that a close friend of mine was homosexual, I would be annoyed.
6. If people thought that I was interested in oral sex, I would be embarrassed.
7. Engaging in group sex is an interesting idea.
8. I personally find that thinking about engaging in sexual intercourse is arousing.
9. Seeing a pornographic movie would be sexually arousing to me.
10. Thoughts that I may have homosexual tendencies would not worry me at all.
11. The idea of me being physically attracted to members of the same sex is not depressing.
12. Almost all pornographic material is nauseating.
13. It would be emotionally upsetting to me to see individuals publicly exposing themselves.

#### APPENDIX D

#### THE SEXUAL OPINION SURVEY

**Please write your response to the left of each item.**

- | Agree  |   | Neither Agree or Disagree |   | Disagree |
|--|---|---------------------------|---|----------|
| 1  | 2 | 3                         | 4 | 5        |
| 6  | 7 |                           |   |          |
| 1. I believe that it would be very entertaining to view hard-core pornography.               |   |                           |   |          |
| 2. Pornography is obviously filthy; people should not try to describe it as anything else.   |   |                           |   |          |
| 3. Swimming in the nude with a member of the opposite sex would be an exciting experience.   |   |                           |   |          |
| 4. Masturbation can be an exciting experience.   |   |                           |   |          |
| 5. If I found that a close friend of mine was homosexual, I would be annoyed.                |   |                           |   |          |
| 6. If people thought that I was interested in oral sex, I would be embarrassed.              |   |                           |   |          |
| 7. Engaging in group sex is an interesting idea.   |   |                           |   |          |
| 8. I personally find that thinking about engaging in sexual intercourse is arousing.         |   |                           |   |          |
| 9. Seeing a pornographic movie would be sexually arousing to me.                             |   |                           |   |          |
| 10. Thoughts that I may have homosexual tendencies would not worry me at all.                |   |                           |   |          |
| 11. The idea of me being physically attracted to members of the same sex is not depressing.  |   |                           |   |          |
| 12. Almost all pornographic material is nauseating.  |   |                           |   |          |
| 13. It would be emotionally upsetting to me to see individuals publicly exposing themselves. |   |                           |   |          |

14. Watching a go-go dancer of the opposite sex would not be very exciting.
15. I would not enjoy seeing a pornographic movie.
16. When I think about seeing pictures showing someone of the same sex as myself masturbating, it nauseates me.
17. The thought of engaging in unusual sex practices is highly arousing.
18. Manipulating my genitals would probably be an arousing experience.
19. I do not enjoy daydreaming about sexual matters.
20. I am not curious about explicit pornography.
21. The thought of having long-term sexual relations with more than one sex partner is not disgusting to me.



Please respond to each item according to the following rating scale:

0 1 2 3 4 5

1. "DIRTY" JOKES IN MIXED COMPANY . . .

- ☐ a. do not bother me  
☐ b. are something that make me very uncomfortable

2. MASTURBATION . . .

- ☐ a. is wrong and will ruin you  
☐ b. helps one feel eased and relaxed

3. SEX RELATIONS BEFORE MARRIAGE . . .

- ☐ a. should be permitted  
☐ b. are wrong and immoral

4. SEX RELATIONS BEFORE MARRIAGE . . .

- ☐ a. ruin many a happy couple  
☐ b. are good in my opinion

**APPENDIX E**

5. UNUSUAL SEX PRACTICES . . .

- ☐ a. might be interesting  
☐ b. don't interest me

**THE MOSHER SEX GUILT INVENTORY**

6. WHEN I HAVE SEXUAL DREAMS . . .

- ☐ a. I sometimes wake up feeling excited  
☐ b. I try to forget them

7. "DIRTY" JOKES IN MIXED COMPANY . . .

- ☐ a. are in bad taste  
☐ b. can be funny depending on the company

8. PETTING . . .

- ☐ a. I am sorry to say is becoming an accepted practice  
☐ b. is an expression of affection which is satisfying

9. UNUSUAL SEX PRACTICES . . .

- ☐ a. are not so unusual  
☐ b. don't interest me

**Please respond to each item according to the following rating scale:**

**0                      1                      2                      3                      4                      5**

1. "DIRTY" JOKES IN MIXED COMPANY . . .  
☐ a. do not bother me  
☐ b. are something that make me very uncomfortable
2. MASTURBATION . . .  
☐ a. is wrong and will ruin you  
☐ b. helps one feel eased and relaxed
3. SEX RELATIONS BEFORE MARRIAGE . .  
☐ a. should be permitted  
☐ b. are wrong and immoral
4. SEX RELATIONS BEFORE MARRIAGE . .  
☐ a. ruin many a happy couple  
☐ b. are good in my opinion
5. UNUSUAL SEX PRACTICES . . .  
☐ a. might be interesting  
☐ b. don't interest me
6. WHEN I HAVE SEXUAL DREAMS . . .  
☐ a. I sometimes wake up feeling excited  
☐ b. I try to forget them
7. DIRTY JOKES IN MIXED COMPANY . . .  
☐ a. are in bad taste  
☐ b. can be funny depending on the company
8. PETTING . . .  
☐ a. I am sorry to say is becoming an accepted practice  
☐ b. is an expression of affection which is satisfying
9. UNUSUAL SEX PRACTICES . .  
☐ a. are not so unusual  
☐ b. don't interest me

10. SEX . . .  
\_\_\_a. is good and enjoyable  
\_\_\_b. should be saved for wedlock and childbearing
11. "DIRTY" JOKES IN MIXED COMPANY . . .  
\_\_\_a. are coarse, to say the least  
\_\_\_b. are lots of fun
12. WHEN I HAVE SEXUAL DESIRES . . .  
\_\_\_a. I enjoy it like all healthy human beings  
\_\_\_b. I fight them, for I must have complete control of my body
13. UNUSUAL SEX PRACTICES . . .  
\_\_\_a. are unwise and lead only to trouble  
\_\_\_b. are all in how you look at it
14. UNUSUAL SEX PRACTICES . . .  
\_\_\_a. are O.K. as long as they are heterosexual  
\_\_\_b. usually aren't pleasurable because you have preconceived feelings about their being wrong
15. SEX RELATIONS BEFORE MARRIAGE . . .  
\_\_\_a. in my opinion, should not be practiced  
\_\_\_b. are practiced too much to be wrong
16. AS A CHILD, SEX PLAY . . .  
\_\_\_a. is immature and ridiculous  
\_\_\_b. was indulged in
17. UNUSUAL SEX PRACTICES . . .  
\_\_\_a. are dangerous to one's health and mental condition  
\_\_\_b. are the business of those who carry them out, and no one else's
18. WHEN I HAVE SEXUAL DESIRES . . .  
\_\_\_a. I attempt to repress them  
\_\_\_b. they are quite strong
19. PETTING . . .  
\_\_\_a. is not a good practice until after marriage  
\_\_\_b. is justified with love

20. SEX RELATIONS BEFORE MARRIAGE . . .  
\_\_\_a. help people adjust  
\_\_\_b. should not be recommended
21. MASTURBATION . . .  
\_\_\_a. is wrong and a sin  
\_\_\_b. is a normal outlet for sexual desire
22. MASTURBATION . . .  
\_\_\_a. is alright  
\_\_\_b. is a form of self-destruction
23. UNUSUAL SEX PRACTICES . . .  
\_\_\_a. are awful and unthinkable  
\_\_\_b. are alright if both partners agree
24. IF I HAD SEX RELATIONS, I WOULD FEEL . . .  
\_\_\_a. all right, I think  
\_\_\_b. I was being used, not loved
25. MASTURBATION . . .  
\_\_\_a. is all right  
\_\_\_b. should not be practiced

Please indicate which of the following behaviors you have experienced at any time since your twelfth birthday. Answer the question "Have you experienced this behavior?" by placing a check mark in either the "Yes" or "No" column following each item. Next, indicate how guilty you usually feel (or think you would feel) about engaging in each behavior.

1. The male and the female kissing for one minute continuously.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_

2. The male caressing the female's breasts with his hands.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_

## APPENDIX F THE SEXUAL EXPERIENCE QUESTIONNAIRE

3. The male caressing the female's breasts with his mouth (lips or tongue).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_

4. The male caressing the female's genitals with his hands.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_

Please indicate which of the following behaviors you have experienced at any time since your twelfth birthday. Answer the question "Have you experienced this behavior?" by placing a check mark in either the "Yes" or "No" column following each item. Next, indicate how guilty you usually feel (or think you would feel) about engaging in each behavior.

1. The male and the female kissing for one minute continuously.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

2. The male caressing the female's breasts with his hands.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

3. The male caressing the female's breasts with his mouth (lips or tongue).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

4. The male caressing the female's genitals with his hands.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

5. The male caressing the female's genitals with his hands until she reaches orgasm (climax).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

6. The female caressing the male's genitals with her hands.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

7. The female caressing the male's genitals with her hands until he ejaculates (has a climax).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

8. The male caressing the female's genitals with his mouth (lips of tongue).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)  
\_\_\_\_\_.

9. The male caressing the female's genitals with his mouth until she reaches orgasm (climax).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_.

10. The female caressing the male's genitals with her mouth (lips or tongue).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_.

11. The female caressing the male's genitals with her mouth until he ejaculates (reaches climax).

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_.

12. The male and female having sexual intercourse.

Have you experienced this behavior? YES\_\_\_ NO\_\_\_

I usually feel guilty (or would feel guilty) about engaging in this behavior (1=Strongly agree, 2=Moderately agree, 3=Slightly agree, 4=Slightly disagree, 5=Moderately disagree, 6=Strongly disagree)

\_\_\_\_\_.



This scale is available through D. Crowne at the University of Waterloo,  
Ontario, Canada.

## **APPENDIX G**

### **THE MARLOWE-CROWNE SOCIAL DESIRABILITY SCALE**

This scale is available through D. Crowne at the University of Waterloo, Ontario, Canada.

## APPENDIX H

### THE LOVE AND AFFECTION EXPECTANCY QUESTIONNAIRE

In answering the following items, imagine you are in a relationship that has been sexual for the last six months. Please note that some items sound similar to others but are, in fact, different. Please read each question and response carefully before answering.

1. Which of the following do you believe would result if you initiated substantial amounts of hugging/kissing immediately before, during, and/or after sex (check all that apply) :

- ☐ reciprocation of kissing/hugging from my partner
- ☐ more sex in the future
- ☐ my partner might come to expect such behaviors all of the time
- ☐ more enthusiasm for sex demonstrated by my partner
- ☐ I would enjoy the sex more
- ☐ my partner might feel closer to me than I would want her to
- ☐ my partner would enjoy the sex more
- ☐ I would feel less guilty
- ☐ it might represent more of a commitment than I am comfortable making
- ☐ my partner would feel less guilty
- ☐ our relationship would be strengthened
- ☐ we would have greater intimacy
- ☐ it might make me more vulnerable than I am comfortable with
- ☐ other (please describe)

## APPENDIX H

### THE LOVE AND AFFECTION EXPECTANCY QUESTIONNAIRE

2. From the choices you made above, please circle the three results you would most like to see happen.

3. Which of the following do you believe would result if your partner initiated substantial amounts of hugging/kissing immediately before, during, and/or after sex (check all that apply) :

- ☐ reciprocation of kissing/hugging from my partner
- ☐ more sex in the future
- ☐ my partner might come to expect such behaviors all of the time
- ☐ more enthusiasm for sex demonstrated by my partner
- ☐ I would enjoy the sex more
- ☐ my partner might feel closer to me than I would want her to
- ☐ my partner would enjoy the sex more
- ☐ I would feel less guilty
- ☐ it might represent more of a commitment than I am comfortable making
- ☐ my partner would feel less guilty
- ☐ our relationship would be strengthened
- ☐ we would have greater intimacy
- ☐ it might make me more vulnerable than I am comfortable with

**In answering the following items, imagine you are in a relationship that has been sexual for the last six months. Please note that some items sound similar to others but are, in fact, different. Please read each question and response carefully before answering.**

1. Which of the following do you believe would result if you initiated substantial amounts of **hugging/kissing** immediately before, during, and/or after sex (check all that apply) :

- ☐ reciprocation of kissing/hugging from my partner
  - ☐ more sex in the future
  - ☐ my partner might come to expect such behaviors all of the time
  - ☐ more enthusiasm for sex demonstrated by my partner
  - ☐ I would enjoy the sex more
  - ☐ my partner might feel closer to me than I would want her to
  - ☐ my partner would enjoy the sex more
  - ☐ I would feel less guilty
  - ☐ it might represent more of a commitment than I am comfortable making
  - ☐ my partner would feel less guilty
  - ☐ our relationship would be strengthened
  - ☐ we would have greater intimacy
  - ☐ it might make me more vulnerable than I am comfortable with
  - ☐ other (please describe)
- 
- 
- 

2. From the choices you made above, please circle the three results you would most like to see happen.

3. Which of the following do you believe would result if your partner initiated substantial amounts of **hugging/kissing** immediately before, during, and/or after sex (check all that apply) :

- ☐ reciprocation of kissing/hugging from my partner
- ☐ more sex in the future
- ☐ my partner might come to expect such behaviors all of the time
- ☐ more enthusiasm for sex demonstrated by my partner
- ☐ I would enjoy the sex more
- ☐ my partner might feel closer to me than I would want her to
- ☐ my partner would enjoy the sex more
- ☐ I would feel less guilty
- ☐ it might represent more of a commitment than I am comfortable making
- ☐ my partner would feel less guilty
- ☐ our relationship would be strengthened
- ☐ we would have greater intimacy
- ☐ it might make me more vulnerable than I am comfortable with

\_\_\_ other (please describe)

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4. From the choices you made above, please circle the three results you would most like to see happen.

5. Which of the following do you believe would result if you initiated substantial amounts of **verbal expressions of love and affection (i.e., "I love you")** immediately before, during, and/or after sex (check all that apply) :

- \_\_\_ reciprocation of kissing/hugging from my partner
  - \_\_\_ more sex in the future
  - \_\_\_ my partner might come to expect such behaviors all of the time
  - \_\_\_ more enthusiasm for sex demonstrated by my partner
  - \_\_\_ I would enjoy the sex more
  - \_\_\_ my partner might feel closer to me than I would want her to
  - \_\_\_ my partner would enjoy the sex more
  - \_\_\_ I would feel less guilty
  - \_\_\_ it might represent more of a commitment than I am comfortable making
  - \_\_\_ my partner would feel less guilty
  - \_\_\_ our relationship would be strengthened
  - \_\_\_ we would have greater intimacy
  - \_\_\_ it might make me more vulnerable than I am comfortable with
  - \_\_\_ other (please describe)
- 
- 
- 

6. From the choices you made above, please circle the three results you would most like to see happen.

7. Which of the following do you believe would result if your partner initiated substantial amounts of **verbal expressions of love and affection (i.e., "I love you")** immediately before, during, and/or after sex (check all that apply) :

- \_\_\_ reciprocation of kissing/hugging from my partner
- \_\_\_ more sex in the future
- \_\_\_ my partner might come to expect such behaviors all of the time
- \_\_\_ more enthusiasm for sex demonstrated by my partner
- \_\_\_ I would enjoy the sex more
- \_\_\_ my partner might feel closer to me than I would want her to
- \_\_\_ my partner would enjoy the sex more
- \_\_\_ I would feel less guilty

- ☐ it might represent more of a commitment than I am comfortable making
- ☐ my partner would feel less guilty
- ☐ our relationship would be strengthened
- ☐ we would have greater intimacy
- ☐ it might make me more vulnerable than I am comfortable with
- ☐ other (please describe)

---

---

---

8. From the choices you made above, please circle the three results you would most like to see happen.

People differ on the extent to which they believe that feelings of love and affection between the partners be present before they would feel it is appropriate for the couple to be sexual (i.e., engage in intercourse). For items 9-12, we are interested in your opinion regarding how a variety of people might respond to this issue.

For items 9-12, use the following scale: 1= a relationship in which the partners enjoy each other sexually, but have no feeling of love for one another, 4= a relationship in which the partners enjoy each other sexually and truly like each other, but have no feelings of love for one another, 7= a relationship in which the partners enjoy each other sexually and truly love each other, 8= none of the above.

9. Using the above scale, circle a number indicating the level of love and affection you believe that your parents would find necessary to engage in sexual intercourse.

1      2      3      4      5      6      7      8

#### APPENDIX I

If you circled "8" (none of the above), please explain:

#### THE ROMANCE IN SEX QUESTIONNAIRE

10. Using the above scale, circle a number indicating the level of love and affection you believe that your close friends would find necessary to engage in sexual intercourse.

1      2      3      4      5      6      7      8

If you circled "8" (none of the above), please explain:

11. Using the above scale, circle a number indicating the level of love and affection you believe that your church would find necessary to engage in sexual intercourse.

1      2      3      4      5      6      7      8

If you circled "8" (none of the above), please explain:

People differ on the extent to which they believe that feelings of love and affection between the partners be present before they would feel it is appropriate for the couple to be sexual (i.e., engage in intercourse). For items 9-12, we are interested in your opinion regarding how a variety of people might respond to this issue.

For items 9-12, use the following scale: 1= a relationship in which the partners enjoy each other sexually, but have no feeling of love for one another, 4= a relationship in which the partners enjoy each other sexually and truly like each other, but have no feelings of love for one another, 7= a relationship in which the partners enjoy each other sexually and truly love each other, 8= none of the above.

9. Using the above scale, circle a number indicating the level of love and affection you believe that your parents would find necessary to engage in sexual intercourse.

1       2       3       4       5       6       7       8

**If you circled "8" (none of the above), please explain:**

10. Using the above scale, circle a number indicating the level of love and affection you believe that your close friends would find necessary to engage in sexual intercourse.

1       2       3       4       5       6       7       8

**If you circled "8" (none of the above), please explain:**

11. Using the above scale, circle a number indicating the level of love and affection you believe that your church would find necessary to engage in sexual intercourse.

1       2       3       4       5       6       7       8

**If you circled "8" (none of the above), please explain:**



12. Using the above scale, circle a number indicating the level of love and affection you believe that you find to be necessary to engage in sexual intercourse.

1        2        3        4        5        6        7        8

**If you circled "8" (none of the above), please explain:**

13. How much have your parents' values about sexuality influenced your own personal values?

Very Little							Very Much
1	2	3	4	5	6		7

14. How much have your close friends' values about sexuality influenced your own personal values?

Very Little							Very Much
1	2	3	4	5	6		7

15. How much have your church's values about sexuality influenced your own personal values?

Very Little							Very Much
1	2	3	4	5	6		7

Thank-you for your interest in this study. Please remember that you must be at least 21 years of age to participate. Subjects in this study will be viewing two videotaped sequences lasting approximately three to four minutes each. Each segment will show a couple engaging in a variety of sexual behaviors. Some of these scenes will depict, in graphic detail, sexual activities (i.e., intercourse, oral-genital contact) between a man and a woman. Your sexual arousal will be assessed during the video presentations using a small rubber-band-like device worn around the penis called a strain gauge (shown to subject at this point). This instrument is quite comfortable and completely safe. Recording of the activity of this instrument will take place in the adjoining room; you will always be alone during the running of this study. You will be able to lock the door to your room from the inside, insuring complete privacy.

After viewing each segment, you will be asked to complete a brief questionnaire regarding your reactions to the scene. After viewing both scenes, you also will be asked to complete a questionnaire covering your attitudes about a variety of sexual behaviors (homosexuality, pornography, masturbation), and your sexual experience. The entire study will last approximately 1 1/4 hours.

## **APPENDIX J**

### **STUDY DESCRIPTION/INFORMED CONSENT**

Please remember that your participation in this study is completely voluntary; You may (1) omit any questions you choose not to answer, and/or (2) discontinue your participation in this study at any time and receive credit proportional to the amount of time you are in the study. If, after hearing this description of the study, you have decided (for any reason) that you prefer not to participate, all you need to do is tell us now. There is no penalty for stopping your participation at any time.

Please note that your confidentiality will be maintained by (1) our immediately destroying the sign-up sheet containing your secret security number, and (2) your name not appearing on any of the questionnaires or other materials used in this study. Instead, only an identification number will be used.

If you have any questions or comments about this study you may contact either Dr. Don Strassberg, Professor of Psychology, at 581-7550 or Ms. Jean Hansen, administrative assistant, University Institutional Review Board, at 581-5382.

If you want, a copy of this study description will be given to you at this time.

Thank-you for your interest in this study. Please remember that you must be at least 21 years of age to participate. Subjects in this study will be viewing two videotaped sequences lasting approximately three to four minutes each. Each segment will show a couple engaging in a variety of sexual behaviors. Some of these scenes will depict, in graphic detail, sexual activities (i.e., intercourse, oral-genital contact) between a man and a woman. Your sexual arousal will be assessed during the video presentations using a small rubber-band-like device worn around the penis called a strain gauge (**shown to subject at this point**). This instrument is quite comfortable and completely safe. Recording of the activity of this instrument will take place in the adjoining room; you will always be alone during the running of this study. You will be able to lock the door to your room from the inside, insuring complete privacy.

After viewing each segment, you will be asked to complete a brief questionnaire regarding your reactions to the scene. After viewing both scenes, you also will be asked to complete a questionnaire covering your attitudes about a variety of sexual issues (i.e., homosexuality, pornography, masturbation), and your sexual experience. The entire study will last approximately 1 1/4 hours.

Please remember that **your participation in this study is completely voluntary; You may (1) omit any questions you choose not to answer, and/or (2) discontinue your participation in this study at any time and receive credit proportional to the amount of time you are in the study.** If, after hearing this description of the study, you have decided (for any reason) that you prefer not to participate, all you need to do is tell us now. There is no penalty for stopping your participation at any time.

Please note that your confidentiality will be maintained by (1) our immediately destroying the sign-up sheet containing your social security number, and (2) your name not appearing on any of the questionnaires or other materials used in this study. Instead, only an identification number will be used.

If you have any questions or comments about this study you may contact either Dr. Don Strassberg, Professor of Psychology, at 581-7559 or Ms. Jean Hansen, administrative assistant, University Institutional Review Board, at 581-5382.

If you want, a copy of this study description will be given to you at this time.

Thank you for participating in the study "Sexual Arousal to Erotica." The purpose of this study is to aid in the gathering of normative data concerning how men respond to a variety of sexually explicit materials. Research such as this is helpful in providing a better understanding of the nature of human sexual arousal. The videos you have just viewed have already been seen by many men such as yourselves. The range of responses to these videos has been wide; some men have shown little or no arousal, others have demonstrated a great deal of arousal, and most have fallen somewhere in-between. There is no "right" or "normal" response to such materials, especially within the rather artificial setting of the laboratory.

Thank-you again for your participation.

## **APPENDIX K**

### **DEBRIEFING STATEMENT**

Thank you for participating in the study "Sexual Arousal to Erotica." The purpose of this study is to aid in the gathering of normative data concerning how men respond to a variety of sexually explicit materials. Research such as this is helpful in providing a better understanding of the nature of human sexual arousal. The videos you have just viewed have already been seen by many men such as yourselves. The range of responses to these videos has been wide; some men have shown little or no arousal, others have demonstrated a great deal of arousal, and most have fallen somewhere in-between. There is no "right" or "normal" response to such materials, especially within the rather artificial setting of the laboratory.

Thank-you again for your participation.

Abel, G. G., Barlow, D. H., Blanchard, E. B., & Gaido, D. (1977). Components of rapists' sexual arousal. *Archives of General Psychiatry*, 34, 895-903.

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